



Louisiana Partners for Healthy Babies

Preconception Health Campaign
Karis Schoellmann

Partners for Healthy Babies

Louisiana OPH: MCH & WIC



- 1993 -response to high IMR/LBW
- Promoted prenatal care & healthy behaviors during pregnancy
- Multi-media health communication
- Project had major impact on early entry into prenatal care –now 6th in nation
- IMR/LBW – no change

Preconception Health Campaign Background

From lit review

- 50% of all pregnancies are unplanned
- Unhealthy behavior prior to conception by both the mother and the father has a significant impact on the health of the baby
- Men and women **planning** pregnancy are more likely to understand the importance of pre-conception health and seek the advice of a medical professional
- Men and women **not planning** pregnancy are not aware of the importance of pre-conception health

Communication Goal

(for campaign **from creative brief**)

- Understand that general healthy behavior is important for own well being but also in case you or your partner becomes pregnant
- The odds of accidental or unplanned pregnancy are high - so its important to be healthy – just in case

Audience

- Males and females between the ages of 18 and 34 in Louisiana (skewed toward younger & female)
- Not actively trying to get pregnant

Current Perceptions

(from lit review and data)

- Since they are not actively trying to have a baby, they are not thinking about pre-conception health, **therefore messages about pre-conception will not catch their attention**
- Portions of this audience are more likely to smoke, drink, eat poorly, not exercise and not know the importance of taking folic acid, therefore making an unplanned pregnancy even more “dangerous”
- Most are not aware that 50% of pregnancies are unplanned
- Many are not practicing proper birth control methods

The Challenge

- How do you reach an audience that does not believe that they are your audience?

Tone/Voice

- Stand out and speak their language, be unexpected

Multifaceted Communication Tactics

- Sammy the Stork
- Mini Site with Videos
- Social Media
- Street Teams
- In-bar Ad Placement
- Radio /TV Spots
- Interactive Ad Placement

Monitoring/Evaluation

Tactic	Execution	Metrics (process)	Impact
Stork/Street Team			
In Bar Ads			
Interactive			
Website			
Radio/TV			

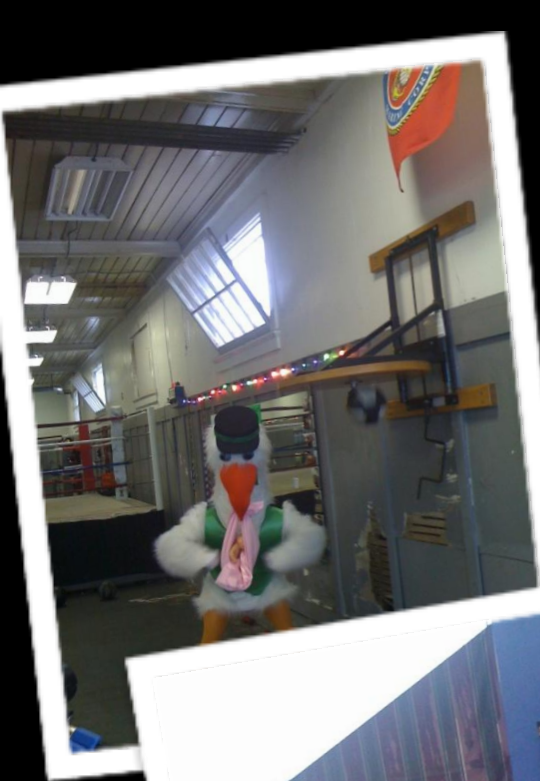
Sammy The Stork

- Played primarily by a professional performer
- Appeared with the street team on occasion
- Featured in web, radio, and TV spots

Sammy the Stork



Sammy The Stork




Mini Site with Videos

The Stork Reality | Pregnancy facts to help you have a healthier baby!

http://www.thestorkreality.com/ RSS Google

TUAW Hulu David Pogue Paste Woot Facebook NOLA Chris Rose Wired Google Voice Gmail elMundo elPais miSexta.tv telemadrid WordReference Blackboard



THESTORK
REALITY.COM

OVER 50% OF PREGNANCIES ARE UNPLANNED.


► It's a Stork Reality. Learn More

FEATURED

Pregnancy Facts and Eating Healthy?!

Can I Have Your Attention Please?!

from Sammy The Stork



00:41 vimeo

Eating healthy during your pregnancy is just as important as feeding your baby the right foods after birth. This video is a reality check to a New Orleans Mexican restaurant goers who find out that at least half of them could be pregnant!

watch video


RECENT

DID YOU KNOW

Sammy the Stork is traveling across Louisiana to let people know that being healthy before pregnancy is just as important as being healthy during pregnancy. See how people react to a 7 foot stork in his videos and [Follow Sammy the Stork on Twitter](#) to see what he's up to next.

Pregnant? Add Folic Acid to Your Diet!


10. Sep, 2009



Sammy tries to be healthy in the drive-thru because eating right is

Storks Have Cellphones?

10. Sep, 2009



Sammy is a chatterbox.

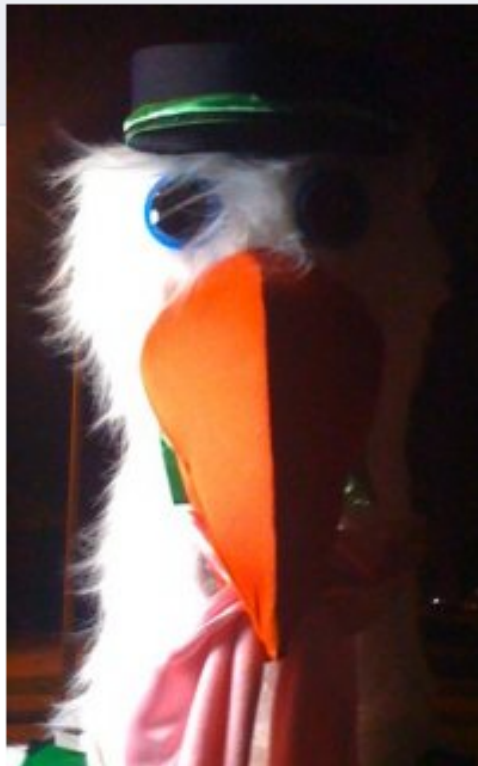
Sammy Vents to Ducks

Sammy On Cell Phone

Google Analytics

- 9,311 page views
- 6,158 unique visits
- 2.15 Page views per visit

Sep 2009-Feb 2010

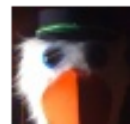
[Send Sammy a Message](#)[Poke Sammy](#)

50% of pregnancies are unplanned- so ladies need to be healthy. Just in case. It's my job to spread the word!
TheStorkReality.com

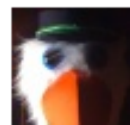
Sammy Stork i ♥ folic acid. do u? 21 hours ago

[Wall](#)[Info](#)[Photos](#)[Video](#)[Events](#)

Attach:

[Share](#)[Filters](#)**Sammy Stork** i ♥ folic acid. do u?Yesterday at 1:44pm · [Comment](#) · [Like](#)

RECENT ACTIVITY

Sammy joined the group [March for Babies \(March of Dimes\)](#).[Comment](#) · [Like](#) · [Join this Group](#)Sammy joined the group [pregorexia! feed your babies! be happy with your body!](#)[Comment](#) · [Like](#) · [Join this Group](#)[2 more similar stories](#)Sammy likes a link on [playNOLA Sports and Entertainment Group's Wall](#).**Sammy Stork** I'd like to order a large Folic Acid to-go... see
[@SammyTheStork](#) trying to be healthy in the drive-thru...
[TheStorkReality.com](#)**The Stork Reality | Pregnancy facts to help you have a healthier baby!**Source: [TheStorkReality.com](#)

A Viral Video sensation traveling across Louisiana helping



SammyTheStork

That's you!

Lists ▾

This is TheStorkReality.com – your body needs Folic Acid prior to becoming pregnant: Multi vitamins, oranges, grains, more...

about 3 hours ago from web

This is TheStorkReality.com – your body needs Folic Acid prior to becoming pregnant: leafy greens, dried beans, peanuts, more...

about 3 hours ago from web

What is Folic Acid you may ask? It is an essential vitamin that can help prevent birth defects if taken properly – BEFORE becoming pregnant!

about 4 hours ago from web

Did u know that 70% of neural tube birth defects (NTD) can be prevented by taking 400mg of Folic Acid before + during early pregnancy?

Name Sammy Stork

Location Louisiana

Web <http://www.TheStorkReality.com>

Bio 50% of pregnancies are unplanned– so ladies need to be healthy. Just in case. It's my job to spread the word!

449

following

151

followers

1

listed

Tweets

80

Favorites

Following



View all...

 RSS feed of SammyTheStork's tweets

Social Media

- 253 followers on Twitter
- 352 friends and fans on Facebook
- 89 friends on MySpace
- 62 re-tweets and direct messages (creating conversations)
- 370,783 people have seen re-tweeted messages from Sammy

(thru Feb, 2010)

The In-Bar Ads

	# of Bars
Alexandria	5
Baton Rouge	15
Lafayette	13
Lake Charles	5
Monroe	5
New Orleans/Thibodaux	43
Shreveport/Bossier	11
Total	97

October 1, 2009 - January 11, 2009

THE STORK REALITY:

THE STORK REALITY:

50% of all pregnancies
are not planned.

THESTORKREALITY.COM



Mirror Cling

THE STORK REALITY:

50% of all pregnancies are not planned.



That's right. 50% of pregnancies are not planned. So be prepared. That means being healthy now, which increases your chances of a healthy baby later. So:

- Eat right
- Exercise regularly
- Take a daily multivitamin with folic acid
- No amount of tobacco or alcohol is safe in early pregnancy (before you even know you are pregnant).

Find out more at www.thestorkreality.com.



THESTORKREALITY.COM

This public document was published at a total cost of \$10,000. Two hundred seventy thousand copies of this public document were published in the first printing at a cost of \$10,000. The total cost of all printing of this public document including reprint is \$10,000. This document was published by the Louisiana Office of Public Health, MOH to provide information on Partners for Healthy Babies and preconception health. This material was printed according to standards for printing by State agencies established pursuant to R.S. 43:31. Printing of this material was purchased in accordance with provisions of Title 43 of the Louisiana Revised Statutes.

Coasters

Lafayette

In-Bar Advertising



Monroe

In-Bar Advertising



Lake Charles

In-Bar Advertising



Shreveport/Bossier

In-Bar Advertising



The Radio

Radio Spot #1

Radio Spot #2

Radio Spot #3

Skip
Ahead

The Radio

- 3 , 15-second spots
- August 31, 2009 - October 25, 2009
- 7 markets throughout LA
- 5040 : number of spots purchased

	Purchase Points (% of total)	Purchase \$ (% of total)	Number of Spots	Reach	Frequency
Alexandria	13.40%	6.70%	504	61.97	16.67
Baton Rouge	12.20%	22.60%	612	60.71	8.95
Lafayette	11.50%	17.70%	616	57.97	8.86
Lake Charles	8.90%	8.30%	544	54.8	7.23
Monroe	16.70%	3.50%	992	60.13	46.34
New Orleans	26.90%	31.50%	1228	62.61	19.11
Shreveport	10.40%	9.70%	544	59.98	7.74
Total	100.00%	100.00%	5,040	60.44	73.66

TV

- 1 , 30-second spot
- 2 week run (Jan 2010)
- 7 markets throughout LA
- 5218 spots purchased on variety of networks

BET

LIFETIME

MTV

BRAVO

USA

TBS

Interactive Ads





Interactive Ads

advertisement

THE STORK REALITY:
50% of all pregnancies are not planned.

THESTORK
REALITY.COM





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Username:

Password:

Login

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[Printable Crossword](#)

BestCrosswords.com offers a variety of **online** and **printable** crossword puzzles. All the **crossword puzzles** on this site are **free** and play directly in your web browser.


[Get Started »](#)

2,092,948 crosswords were played last month so join the crowd, we hope you have a good time!

Latest American Crosswords




On The Town NEW
by [Gene Antonio](#)
published 11 hours ago
difficulty: ★★★★★
popularity: ★★★★★




4 Classical elemen... NEW
by [Larry Harrington](#)
published yesterday
difficulty: ★★★★★
popularity: ★★★★★

[More »](#)

Latest British Crosswords



Lemon Squeezy NEW
by [Dean Rockett](#)
published 17 hours ago
difficulty: ★★★★★
popularity: ★★★★★



Cold Love NEW
by [John Mann](#)
published yesterday
difficulty: ★★★★★
popularity: ★★★★★


[More »](#)

We also offer an assortment of services targeting **webmasters** ([web syndication](#)), **publishers** ([print syndication](#)) and crossword constructors ([quest constructor program](#)).


Top 5 (November 2009)

The competition was fierce but here they are, last month's top 5 players for the [competitive crosswords](#).

RANK	USERNAME	SCORE
1	charlie1948	99.68
2	I Michael	99.54




Need a crossword puzzle for your **publication** or **website**? Visit the [syndication section](#) to learn more.

Ads by Google 

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Find more sources/options for Print Crossword Puzzles
[www.webbrowser.com](#)

Site Statistics
4,456 players
online

Interactive Ads

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The place to discover, create, and share playlists
within a community of passionate music fans and artists.

[Join Now](#) [Log in](#)

[Get Ringtones From Your Favorite Artists](#) [Download Ringtones Now](#)

Start building a playlist

[Search](#)

Today's Top Searches


owl city	jason dero	lady gaga	katy perry	brisband
10 seconds to mars	black eyed peas	eminem	justin Bieber	boys like girls
sohl	kings of leon	britney spears	gucci mane	sk lo
cobra starship	jay z	taylor swift	empire state of mind	jay-z
				empire state of mind

THE STORK REALITY:

50% of all pregnancies are not planned.

[THESTORKREALITY.COM](#)


Features



Featured Playlist

Playlist Remembers: December 1972


Our Playlist Remembers series returns as we look back at the biggest hits of yesteryear. This time, we focus on the songs that filled the airwaves in December of 1972. Hop in the time machine and back to the future.



Artist Playlist

The Bravery: What We're Listening To


The highly-anticipated third album from The Bravery is finally here. Intimate, angry, and even catchy, Str the Blood is exactly what fans have hoped for. And to help celebrate, the guys have put together a playlist of the songs.



Featured Playlist

People's Choice Awards

In honor of the upcoming People's Choice Awards, we have created a series of playlists to celebrate the music of the PCAs. Next up: a playlist featuring the best from some of this year's nominees. Listen now and tune in on January 12, 2010 to see who wins.



Konami Karaoke Revolution

I Want You Back

The Jackson 5

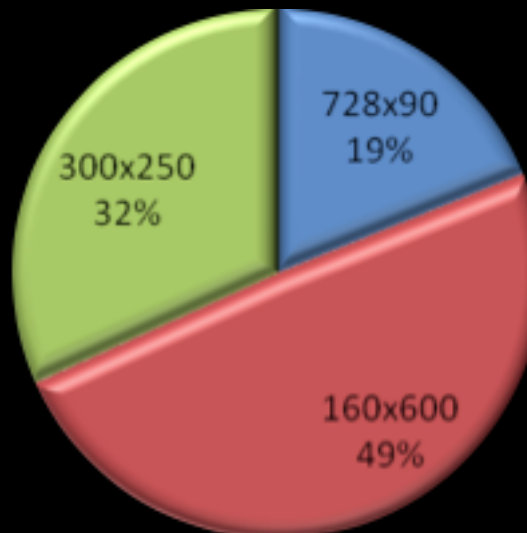
00:00 / 00:00

#	Title	Artist	Add
1	I Want You Back	The Jackson 5	Add
2	Viva La Vida	Coldplay	Add
3	Wet with you	Modern English	Add
4	Soul Meets Body	Death Cab for Cut.	Add
5	7 things	Miley Cyrus	Add
6	I'm Yours	Jason Mraz	Add

[Visit Profile](#) [Get Ringtones](#) [Pop-Out](#)

Valueclick (Banner Ad) Metrics

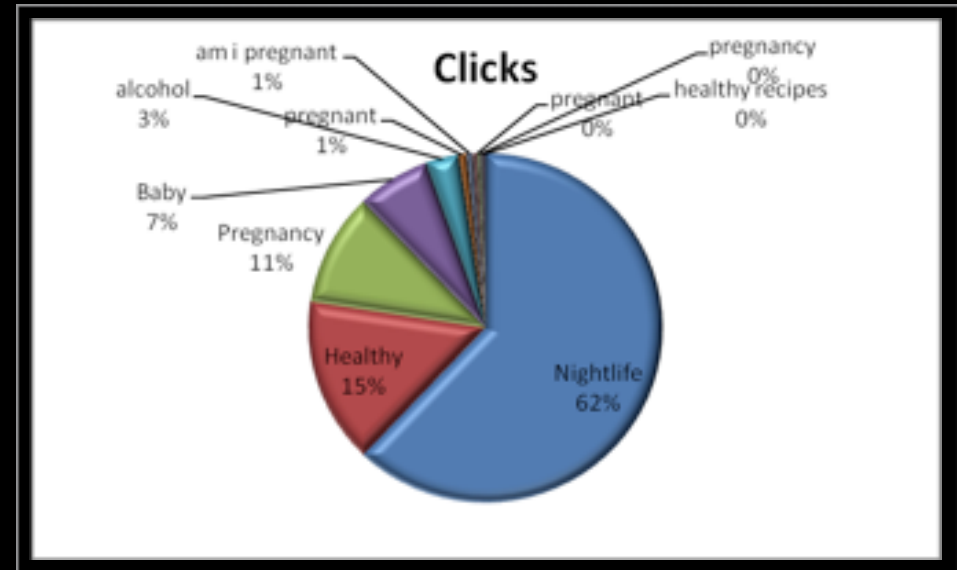
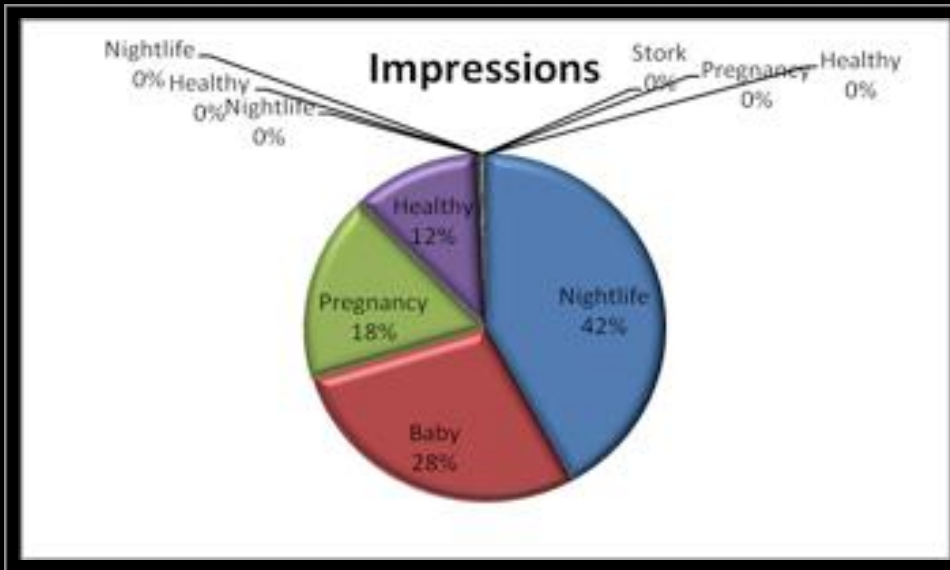
Placement	Impressions	Interactions	Click Rate
728x90	2,667,362	1,344	0.05%
160x600	2,931,905	1,833	0.06%
300x250	3,638,701	2,580	0.07%
Totals	9,237,968	5,757	0.06%



Google Paid Search

October 12-December 19, 2009

- 9,013,785 impressions
- 4,496 clicks through to the Stork Reality website



Google Ad Words

alcohol - Google Search - Windows Internet Explorer

http://www.google.com/search?q=alcohol&rlz=com.microsoft.en-us:IE-SearchBox&ie=UTF-8&oe=UTF-8 alcohol

File Edit View Favorites Tools Help

Google alcohol Go Bookmarks Blocked Check AutoLink AutoFE Send to Settings

Links Customize Links

alcohol - Google Search

Web Images Videos Maps News Shopping Mail more info@morganandco.com | Settings | Sign out

Google alcohol Search Advanced Search

Web Show options... Results 1 - 10 of about 22,600,000 for alcohol [definition] (0.14 seconds)


Alcohol - Wikipedia, the free encyclopedia
For the kind of alcohol found in alcoholic beverages, see Ethanol. For beverages containing alcohol, see Alcoholic beverage. For other uses, see Alcohol ...
[Simple alcohols - Nomenclature - Physical and chemical properties](#)
[en.wikipedia.org/wiki/Alcohol](#) - [Cached](#) - [Similar](#) - [Feedback](#)

Alcoholic beverage - Wikipedia, the free encyclopedia
Jump to [Alcohol expectations](#). Alcohol expectations are beliefs that individuals hold about the effects they experience from drinking ...
[en.wikipedia.org/wiki/Alcoholic_beverage](#) - [Cached](#) - [Similar](#) - [Feedback](#)

[Show more results from en.wikipedia.org](#)

CD and DVD Burning Software - Alcohol 120% - Alcohol 52% and ...
Alcohol is CD / DVD burning copying backup recording duplication emulation and creation software.
[www.alcohol-software.com/](#) - [Cached](#) - [Similar](#) - [Feedback](#)

News results for alcohol

 **Alcohol Energy Drink Safety Questioned by FDA** - 34 minutes ago
The FDA has notified the makers of alcohol energy drinks, such as Jooze and Liquid Charge, that they have 30 days to establish that adding caffeine to the ...
[AboutLawsuits.com](#) - [553 related articles »](#)
[AP/Associated Press](#) **You can cut back on alcohol** - Los Angeles Times - [13 related articles »](#)

Alcohol

Sponsored Links

Alcohol & Tobacco
can harm your baby even if you don't know you're pregnant.
[www.thestorkreality.com](#)
Louisiana

Alcohol
Search by Drink, Liquor, Garnish and More. Mix It Up!
[thebar.com/DrinkRecipes](#)

Alcohol
Deals on Alcohol
Find what you're looking for!
[123PriceCheck.com](#)
Louisiana

Alcohol guide
Looking to find Alcohol?
See our Alcohol guide.
[premierhealthlink.com](#)

[See your ad here »](#)

Done Internet 100%

Performance by Placement

Placement	Impressions	Interactions	Click Rate
Google	9,013,785	4,496	0.05%
Value Click	9,237,968	5,757	0.06%
Totals	18,251,753	10,253	0.06%

As of December 19, 2009

The Street Team

- Conducted by Do It Outdoors
- Consistent Team Manager across markets
- 4-5 street team members per market

The Street Team

- Active from Sept. 18 to Nov. 14, 2009
- 9 markets - 14 event days
- Approximately 140 site visits
 - Homecomings
 - Festivals
 - Bars
 - A Gun Show
- Distributed approximately 15,000 postcards & 1,500 t-shirts



T-shirts

THE STORK REALITY:

50% of all pregnancies are not planned.



That's right. 50% of pregnancies are not planned. So be prepared. That means being healthy now, which increases your chances of a healthy baby later. So:

- Eat right
- Exercise regularly
- Take a daily multivitamin with folic acid
- No amount of tobacco or alcohol is safe in early pregnancy (before you even know you are pregnant).

Find out more at www.thestorkreality.com.

**THE STORK
REALITY.COM**



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Handouts

Alexandria/Boyce

Street Team



Lafayette

Street Team



Monroe

Street Team



Thibodaux

Street Team



Shreveport/Bossier

Street Team



New Orleans Metro (I)

Audience Quotes

“OMG! I heard about this program on the radio. This is so cool to see it in action.”

“You guys are awesome! Are you hiring?”

“I hope one knuckle head will get it through their thick skull how important this is.”

“Will you be coming on a regular basis?”

Baton Rouge

Audience Quotes

"I am shocked that you are here in this bar giving out serious information and free t-shirts about something that personally touches my heart. I have a son with spinal bifida. You have certainly done your research and folic acid is extremely important. **I wish this moment happened 3 years ago before I got pregnant because I would have listened and my son may not have had this. You're making me cry, I'm sorry. I'm just really touched.**"

"You know, I think a lot of people are uneducated about eating right, folic acid intake and exercise. I know I was when I carried. I love the way that you're spreading the information. It's different. I mean, look around, everyone loves you guys and they put the t-shirts on right away. It's AWESOME!"

Lafayette

Audience Quotes

“This information is easy to digest. I usually don’t like people randomly handing out information, but you guys are so cool and the information is needed”

“Our family was torn apart because of a child lost during an unhealthy pregnancy.”

I’m really shocked and thrown back by this kind of marketing. You guys are going to get everyone’s attention and support. I love it. Thank you so much

Lafayette

Audience Quotes

“Please, please keep doing what you’re doing. I can’t thank you enough. I lost my granddaughter because my daughter was on drugs and smoked.”

“I love that you guys are not shoving it down our throats. Usually it’s the churches out here preaching.”

“I know the scare. I lived it. My daughter died 3 months ago. I think about it every day. It’s a living hell because I know I’m to blame.”

“I’m down all the way for healthy living for healthy babies. I really wish there were more people out here like you guys. It just makes sense.”

Shreveport/Bossier

Audience Quotes

“You guys should go to other states. I understand that the program is state-run, but everyone needs to hear this in the manner that you’re delivering it.”

“I know a girl that’s pregnant and smokes, but she hides it from us, so I’m waiting to catch her so I can say ‘Stork Reality’.”

“I am pregnant now and this is my boyfriend. We didn’t plan this pregnancy and we’re still not prepared for a baby, but because of our morals we decided to keep the child. I did smoke before I knew I was pregnant and I can only pray that this baby will be healthy. Keep doing what you girls are doing. Had I met you six months ago, I would have known differently.”

Pre/Post test

- Quantitative Research - Intercept Survey with structured questionnaire (7 minutes to administer)
- Statewide (Bars)
- $n = 413$ (each)
- Post Test –Research Dates : Jan 15-31,2010

Few Highlights

Post-campaign unprompted awareness of advertising is high (56%)

72% are Likely or Very Likely to share these messages with others

Recall is good (over one-third) for key campaign messages

- “50% of all pregnancies are not planned” is the most frequently recalled (89%) by a wide margin

While over 2/3 say they are now likely to practice most health behaviors, there is still room for improvement

- “Take a multivitamin” and “reduce stress” are both under 50%

The advertising is believable, meaningful, relevant, likeable and memorable

“I will not practice any of these health behaviors” is at 7%

What's up next

Monitoring and Evaluation

- Assess implications of Pre/Post test & Tracking Studies
- Refine/Revise : Segment Audience, Messaging

Extension Campaign

- Active (MCH needs- assessment driven) distribution outlets
- Passive – Partners that seek us out

Social Media

- Continue: Free
- Facebook, MySpace, Twitter...recruit friends ,followers etc.
- Determine how to evaluate

Follow Sammy



On Facebook:

<http://www.facebook.com/sammythestork>

On Myspace:

<http://www.myspace.com/SammyTheStork>

On Twitter:

<http://twitter.com/SammyTheStork>

Contact Me:



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